

Reaching Out to Spanish Speaking Audiences

Sample Process for a Community Leader Interview

1. Call to ask community leaders to participate in an interview.
 - Introduce yourself and explain why you are calling. Ask if this is a convenient time to talk.
 - Sample explanation:

I am Rose Nelson and I am with the Abramsville Community Library. I am calling to ask your help in identifying the needs of the Spanish-speaking community. Our goal is to increase the number of Spanish-speaking community members that use public computers in the library.

We want to learn more about the needs and problems of the Spanish-speaking community in Abramsville and how they might be solved. We are conducting interviews with people like you who play an important role in helping the Spanish-speaking in Abramsville.

We estimate the interview will take no longer than 30 minutes.

If you are willing to participate in an interview, I will send you a copy of the questions prior to the interview. Thank you for your time.

2. Send them a copy of the interview questions.
3. Meet with them or call them back at the scheduled time.
4. Ask the interview questions.
5. Thank the person for his/her time and explain how you will keep him/her informed about your progress.

Sample Community Leader Interview

Note: Start by building rapport on a personal level. The session should be informal and relaxed. Find out about the person, the organization, and the background of their key services and projects before you ask the following questions.

1. Tell me about the Spanish-speaking community in Abramsville.
2. What are the major needs, issues and problems facing the Spanish-speaking community in Abramsville?
3. What kind of help do Spanish-speaking community members need to have a better life in Abramsville?
4. What services are available to help the Spanish-speaking community? What are their strengths? What are their weaknesses? What else needs to be done?
5. Who else should we contact to help us identify the needs of the Spanish-speaking community in Abramsville?
6. Is there anything else you would like to say about the Spanish-speaking community in Abramsville?
7. What questions would you like to ask me?